



MAYOR AND COUNCIL AGENDA

NO. 7

DEPT.: Community Planning and Development Services DATE PREPARED: 9/14/05
STAFF CONTACT: Deane Mellander, Planner III FOR MEETING OF: 9/19/05

SUBJECT: Joint worksession with the Planning Commission on Preliminary Development Plan Amendment PDP2003-0005B: Rockville Cultural Arts Building, consisting of a 5-story building containing 9,310 square feet of ground-floor retail, 23,100 square feet of incubator office space, and 24,900 square feet of artist and studio space, 6,000 square feet of rooftop activity area, and 7,490 square feet of common area/loading dock/mechanical space for a total of 70,800 gross square feet. Block 3A, Rockville Town Square project; Mayor and Council of Rockville, applicant.

RECOMMENDATION: Review the application and provide comments and direction to the applicant.

DISCUSSION: In accordance with the provisions of Sec. 25-682(c), the Mayor and Council and Planning Commission must conduct a joint worksession to review the proposed PDP amendment and provide comments and direction to the applicant. In this case, the Mayor and Council are the applicant. Please refer to the associated agenda item for the public hearing on this amendment for the related reports and attachments.

The proposed Cultural Arts building is the final piece in the development of the Rockville Town Square project. The proposed building will consist of five stories, and contain a mix of uses. The first floor will contain 8,193 square of retail space plus 1,117 square feet for the Rockville Arts Place. The second and third floors will be devoted to artist's studios and related activities, with a total gross floor area of 27,000 square feet. The fourth and fifth floors will be devoted to Montgomery County incubator office space use, with a total of 25,200 gross square feet. In addition, the roof area has been designed to accommodate social event activities. This includes restrooms and a small catering kitchen. This area totals about 6,000 square feet. The total area of the building, including the loading dock and other common spaces, is 70,800 gross square feet.

The building will occupy the remaining vacant area of Block 3A of the Town Square project. The new public library, currently under construction, occupies the balance of the block. The new building will share a party wall with the library on its east side. The primary entry to the upper floors will be via a doorway facing onto Newmarket Street. The retail areas will be laid out by the tenants, but there is expected to be a prime entry facing out onto the public plaza. There is a loading dock exiting onto Beall Avenue, next to the loading dock for the library.

The approved PDP for the Town Square project limits the proposed Cultural Arts building to 25,900 square feet, with a potential to expand by another 13,000 square feet, for a possible total of 38,900 square feet. Since that time the program for the building has expanded with the inclusion of the County-sponsored incubator office space. With the addition of 10,000 square feet of retail space in Block 5 (by separate use permit amendment), the proposed 9,310 square feet of ground floor retail in the Cultural Arts building will exceed the 184,563 square feet of total retail approved in the PDP by

2,103 square feet. Thus, the applicant requests that the PDP be amended to increase the square footage allowed for the cultural arts facility (minus the retail) from 38,900 square feet to 56,000 square feet, and increase the allowed retail area from 184,563 square feet to 192,000 square feet.

There is expected to be a minor increase in new trips, based on the increases proposed in the amendment. The added 25,200 square feet of incubator office could generate 52 new P.M. peak trips, while the added 2,103 square feet of retail could generate an additional 5 P.M. peak trips, for a total of 57 new trips. The original PDP approved up to 777 dwellings. Currently, no more than 648 units could be built under the existing approvals. This means that the number of residential trips is effectively reduced by about 44 trips in the P.M. peak. The net increase would be about 13 new trips. This is a very small increase compared to the 906 P.M. trips assigned to the Town Square project by the Town Center Traffic Study. These added trips would be distributed throughout the town center area.

Based on the Walker parking analysis for the Town Center, staff finds that there should be sufficient parking to accommodate the additional uses. This analysis is contained in the attached staff report to the Planning Commission.

The proposed building does not directly confront any existing or proposed buildings on the north side of Beall Avenue. The KSI project, which has received PDP approval but no Use Permit approval, is to the west. Staff does not believe there will be any shadow impact from the proposed Cultural Arts building on any residences in the KSI project. There may be some shadow impact at the ground floor retail level.

The architecture of the building is described as modern, with a linear and rectangular theme. It provides a counterpoint to the overall architectural style of both the library and the other buildings in the Town Square project.

The streetscape design is consistent with design previously approved by the Mayor and Council via Use Permit USE2003-00670 for the Town Square public improvements.

BOARDS AND COMMISSIONS REVIEW: The Planning Commission reviewed this application at their meeting on July 27 and recommended approval. Their recommendation is attached.

NEXT STEPS: The Mayor and Council will conduct a public hearing on the proposed amendment. Following approval of the PDP amendment, the Mayor and Council can take action on the related Use Permit USE2005-00691 for the Cultural Arts Facility.

PREPARED BY:

Deane E. Mellander
Deane Mellander, Planner III

9/14/05
Date

APPROVED BY:

R. James Wasilak
R. James Wasilak, AICP, Chief of Planning

9/14/05
Date

APPROVED BY:

Arthur D. Chambers
Arthur D. Chambers, AICP, Director

9/14/05
Date

APPROVED BY:

Scott Ullery
Scott Ullery, City Manager

9/14/05
Date

LIST OF ATTACHMENTS:

1. Planning Commission recommendation.
2. Proposed PDP plan.



City of Rockville

MEMORANDUM

September 13, 2005

TO: Mayor and Council

FROM: Planning Commission

SUBJECT: Planning Commission Recommendation on Preliminary Development Plan Amendment application PDP2003-0005B and Use Permit Application USE2005-00691, Rockville Town Square Cultural Arts Building.

The Planning Commission considered the proposed PDP amendment to the Rockville Town Square at its meeting on August 15, 2005. The proposed amendment would allow for an increase in the amount of ground-level retail and the size of the Cultural Arts Facility as compared to the initial approved PDP amendment of November, 2004. The Commission received comments from the planning staff and the public.

The Planning Commission notes that much of the proposed increase in floor area for the Cultural Arts facility is due to the County's desire to incorporate space for their incubator office program. The majority of the Commission supports the proposed amendment. Commissioner Ostell, while not objecting to the project in general, is concerned that the potential traffic impact of the enlarged building, and the parking requirements, have not been adequately addressed. These items should be further addressed at the public hearing.

Therefore, on a motion by Commissioner Johnson, seconded by Commissioner Hilton, and with Commissioners Britton and Weiner voting in favor, and with Commissioner Ostell voting against, and with two members absent, the Planning Commission recommends approval of the proposed Preliminary Development Plan amendment, and the related Use Permit for the Town Square Cultural Arts Facility,

cc: Planning Commission
Case File

SITE DATA

SUBJECT PROPERTY:
Block 1, 2, 3A, 3B, 4 & 5
Rockville Town Square
538,627 S.F., or 12.365 acres
including dedications
TOM-1 & TCM-2
Rockville Town Square
Retail Office, Restaurant, Residential
and Public Uses

LOT AREA:
538,627 S.F., or 12.365 acres

ZONING CLASSIFICATION:
TOM-1 & TCM-2

PROPOSED USE:
Retail Office, Restaurant, Residential
and Public Uses

GENERAL NOTES:

- Proposed improvements to E. Middle Lane @ N. Washington and Beall @ N. Washington St. will require signalization modifications.
- Proposed improvements at Maryland Avenue and Beall Avenue to include curbside and locations for equipment for future signalization.
- Traffic signalization to be provided at the intersection at E. Middle Lane @ Maryland Ave.
- Public art display to be coordinated with staff at time of Use Permit.
- Proposed sidewalk along Hungerford Dr. to match materials and design with adjoining properties (i.e. Foulger-Pha.).

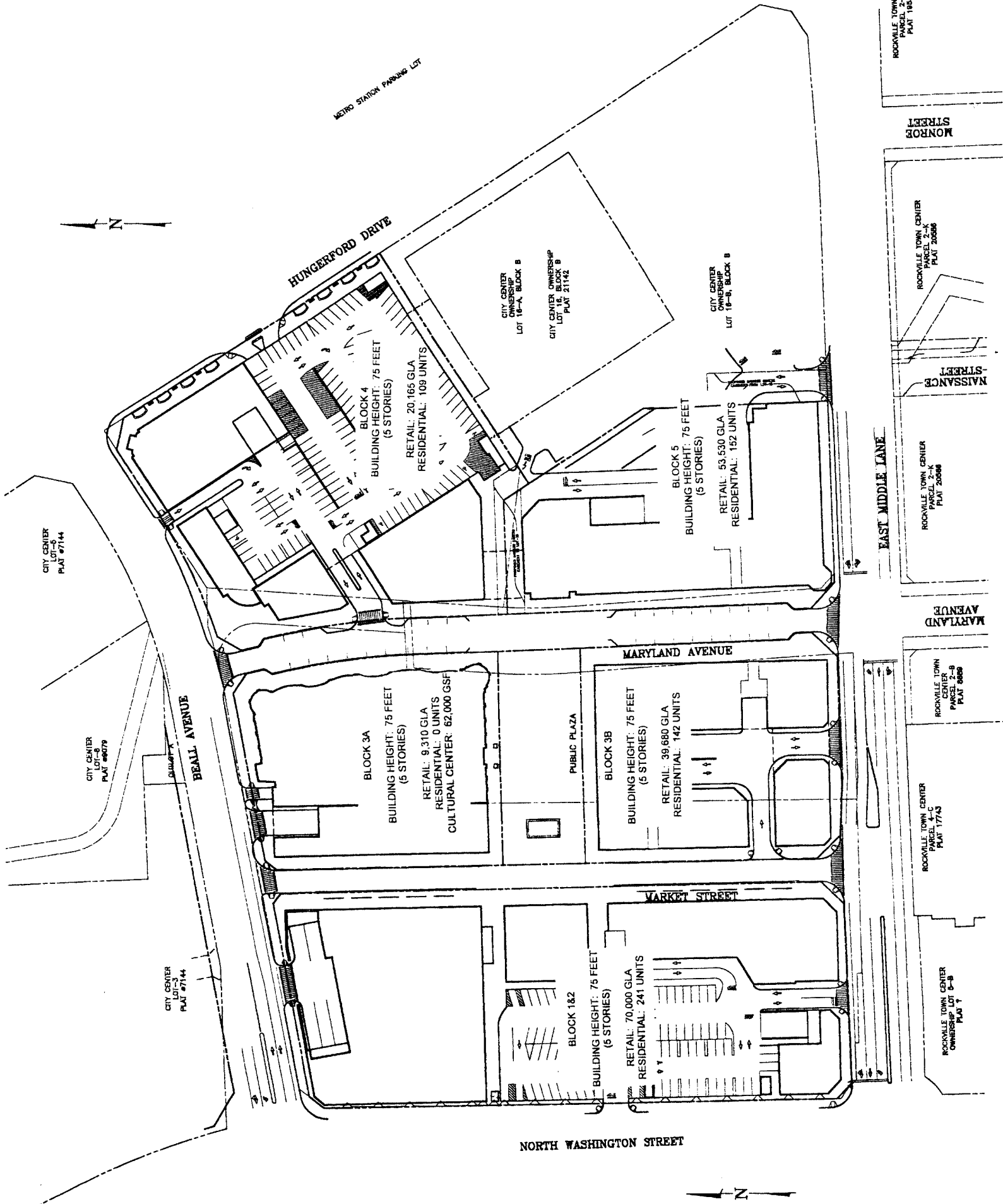
Rockville Town Center – PDP Amendment, August, 2005

Amendment requests the following::

- Increase the allowable retail from 184,563 square feet to 192,000 square feet.
- Increase the allowable size of the Cultural Arts Facility from 38,900 gross square feet to 62,000 gross square feet, plus 9,310 square feet of ground floor retail
- Increase the building height allowed on Block 3A from 3 stories and 65 feet to 5 stories and 75 feet.

Development Summary by Block for PDP Amendment – August, 2005						
Block	Retail	Cultural Arts Facility	Library	Residences	Off-Street Parking Spaces	
					Residential	Public
1/2	70,071	0	0	241	324	225
3A	9,310	62,000	102,522	0	0	0
3B	35,973	0	0	142	256	0
4	19,642	0	0	109	244	830
5	58,137	0	0	152	154	122
TOTAL	191,133	62,000	102,522	644	978	977

Note: An additional 43 street parking spaces are also being provided



Rockville Town Center - Peak Parking Demand Summary

Peak Parking Demand Summary									
Land Use	Units	Base Rate	Local Adjustment	Adjusted	Off-Street	Off-Street	Off-Street	Off-Street	Off-Street
Customers	44,337 #	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Employees	44,337 #	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Drop Box	12,808 #	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
Customers	12,808 #	1.00	1.00	1.00	1.00	1.00	1.00	1.00	1.00
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